

LECTURE

Entrepreneurship and innovation in 'family tourism' – A case of niche specialization





About me

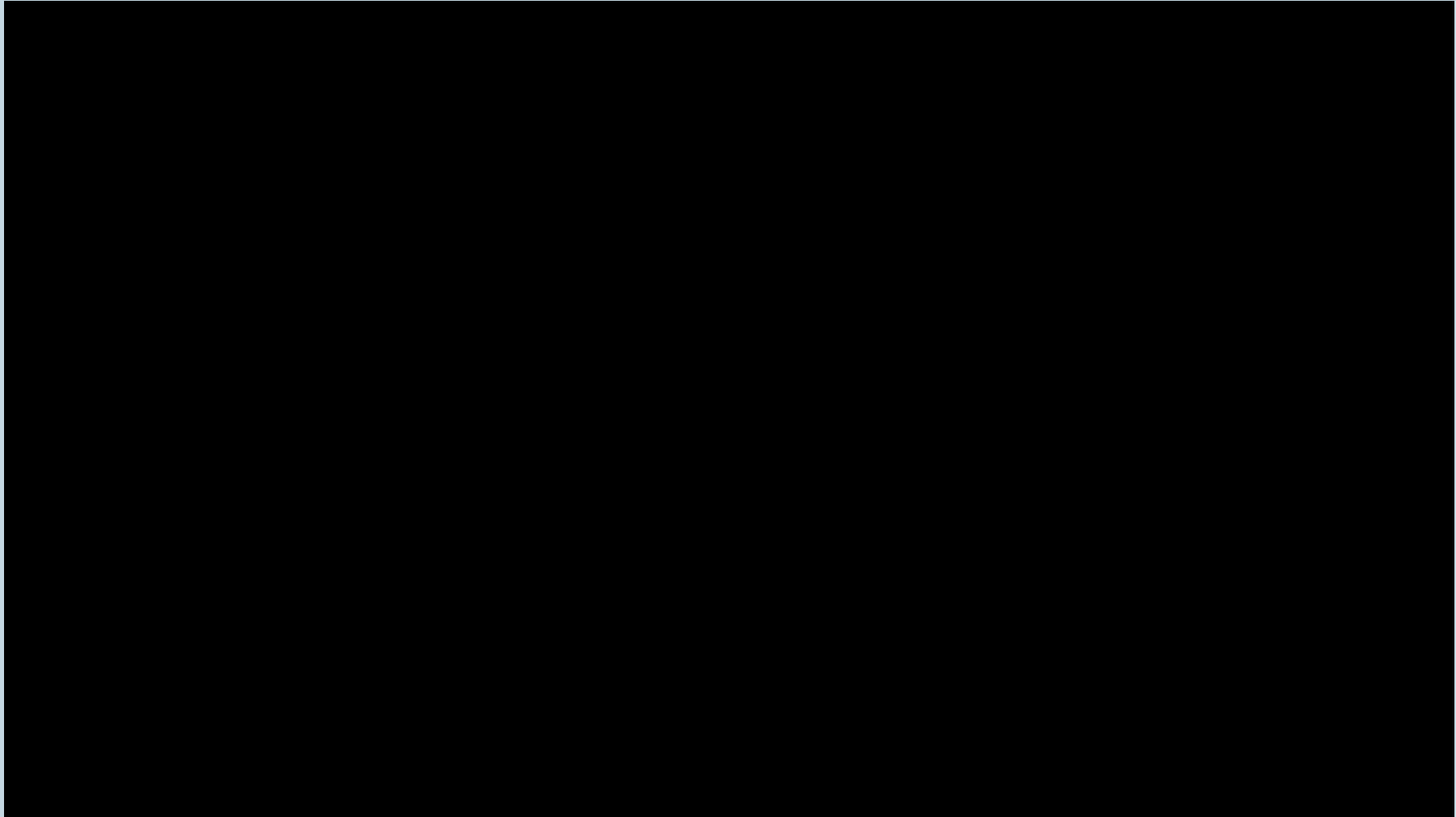
Javier Salvador Marín 

Partner – Consulting & Strategy at The Fun Lab.

Founding Partner - Startup Famliday.

PhD student in Tourism Management at Universidad Complutense de Madrid.

Background: how I started in the sector



**Insights: getting
started with 'family
tourism' industry**



Family tourism:

Any holiday trip made by, at least, one adult with child under the age of 14-16 years.

Sector

→ Spain is the leading receiving market in terms of family tourism in Europe (+15 millions of families visited Spain for holidays in 2019).

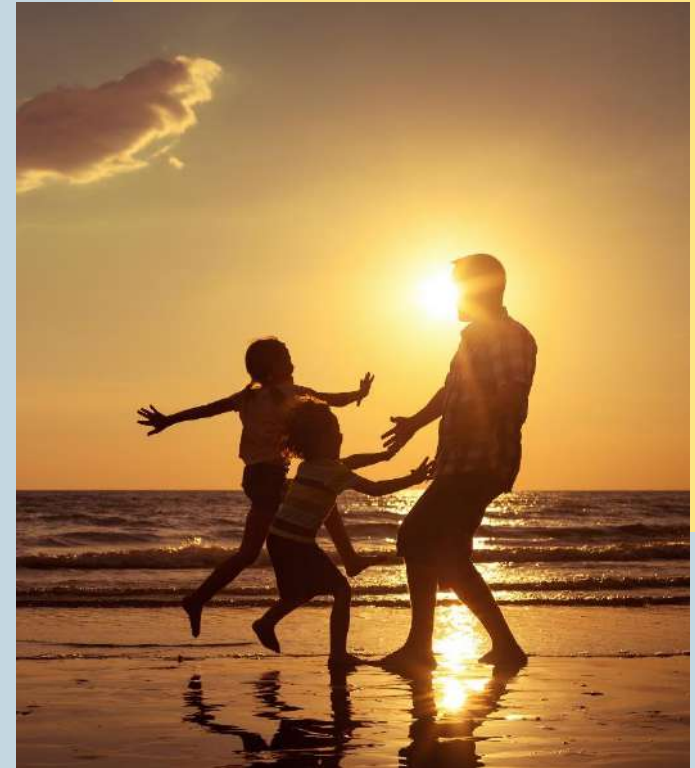
** In some regions (Canary Islands), it means almost 50% of international tourists).*

→ European youth and childhood population (under 15) was below 80 million (15,6%) in 2018.

→ High seasonality (school holidays)

→ Higher loyalty rate (60-70%*)

→ Longer stays and lower expenditure than other segments



Learnings and identified insights

1. Family-oriented resorts make mistakes when looking at investments in renewed/new facilities → *Lack of knowledge and experience professionals*

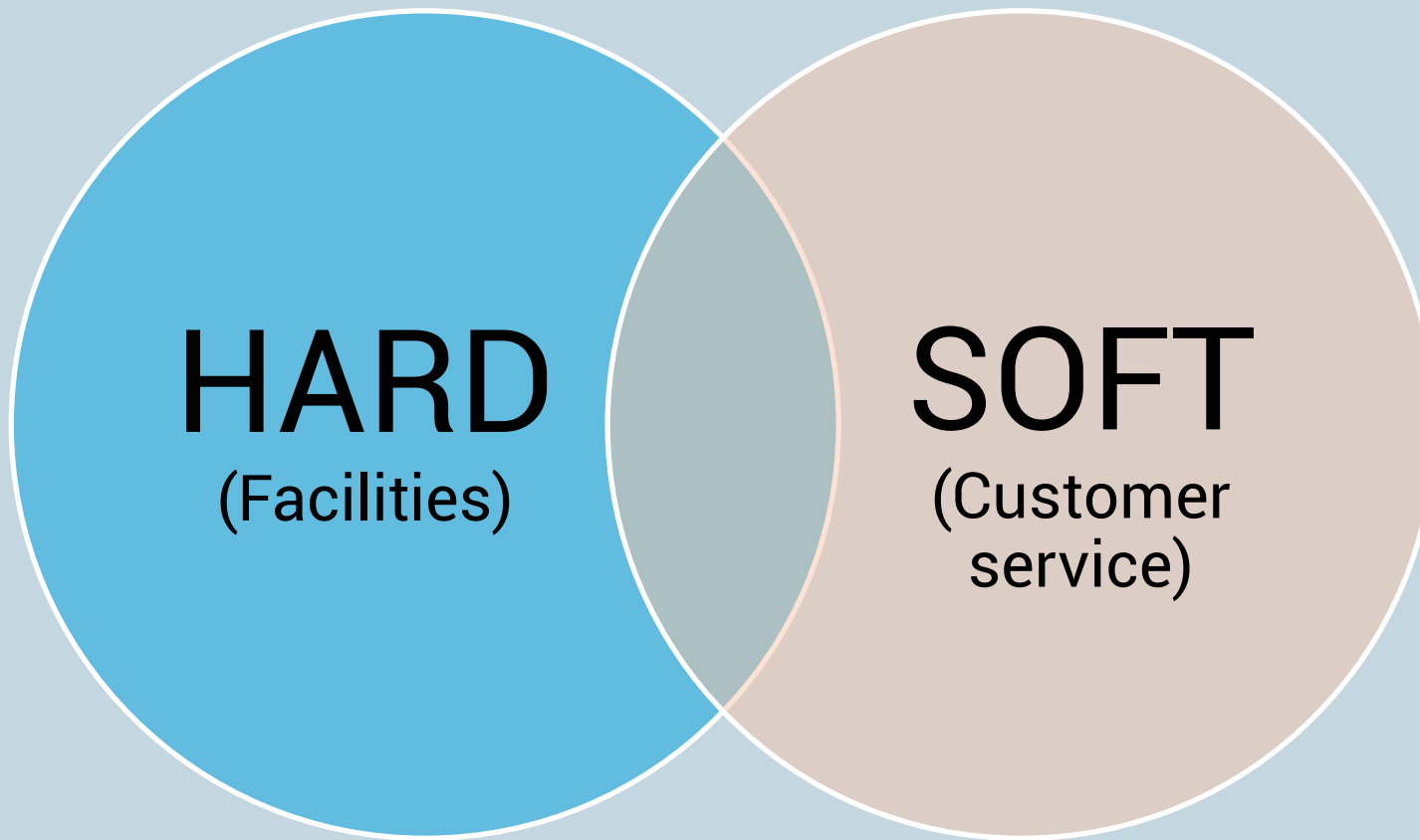
The Fun Lab

Consulting and engineering services firm for family-oriented companies and leisure projects

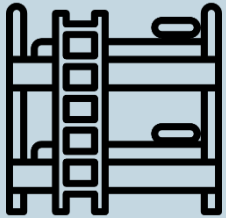




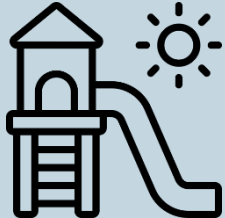
Gestión de un alojamiento familiar



Main features of a family-oriented resort



Adapted rooms



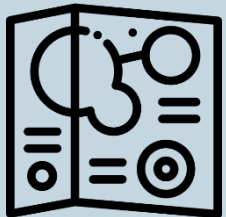
Leisure areas



Entertainment
and mini-clubs



Convenience /
proximity
purchases



Organized activities
and tours



Children facilities
& services



Baby facilities &
services



Adapted menus
& food

Learnings and identified insights

2. There is much work to be done to align family/holiday resorts activities on competitiveness, sustainability and resources-efficiency policies.

The Fun Lab

Sustainable management model (104 actions and indicators)– Resort outdoor spaces



Learnings and identified insights

3. Family-oriented tourist accommodation establishments and companies barely know who their customer are and how they behave

What memories do you have of any holiday trip with your family?







My perspective:

From a business management point of view, family tourism may be understood as the activity which deals with the specifics needs of children (main user), delivering a high level of parents/adults satisfaction (user 2), contributing to the global benefit of the whole family (customer).

'Fear of failure' as key driver

This fact has wider implications:



Willingness to pay a higher price for a 'family-friendly' resort or service



Higher levels of word of mouth recommendations (compared with other segments)



Adults use to seek inspiration in web portals and communities of family-travellers



Feelings of grief and anguish during the overall booking process

Who is assuming the key role in the decision of a family-trip?



Children play a key role

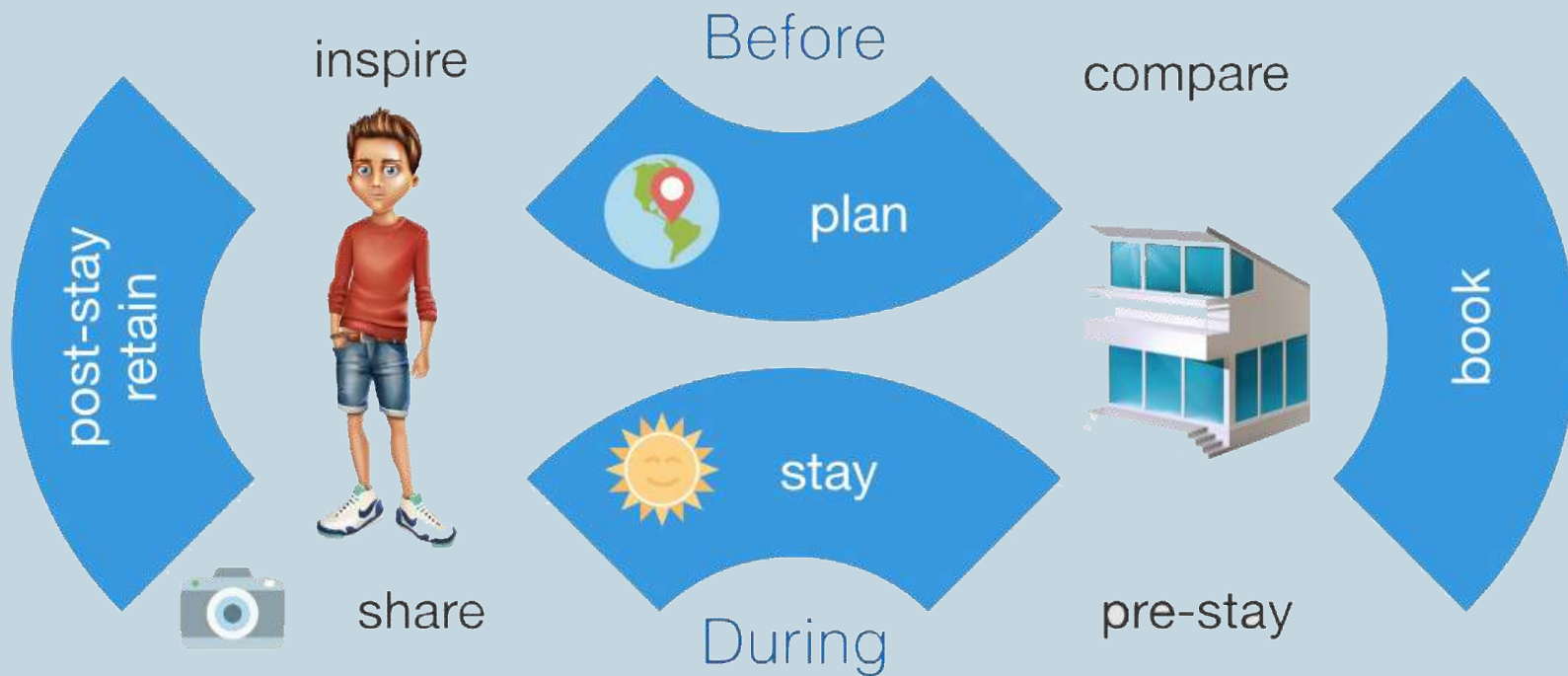
- Children are influencing families' consumption and holidays decisions (60-80% Spain; 50% Mexico; 90% USA).
- Different roles played at different stages of any family-travel decision:
 - **Initiator**
 - **Influencers**
 - Decision maker
 - Buyer
 - **Consumer**
 - **Brand evangelist**



Customer Journey & family tourism

Manage our customer's journey at any touchpoint

Guest Experience Lifecycle



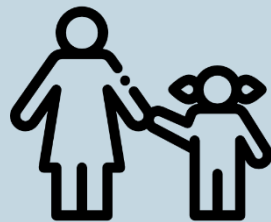
Socio-demographic profile

It is estimated that approximately 60-70% of family-trips are made by 'traditional families' (a couple and a maximum of two children)

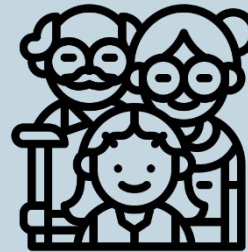
New niches to pay attention on:



Single-parent families



PANK



Grandparents travelling with children



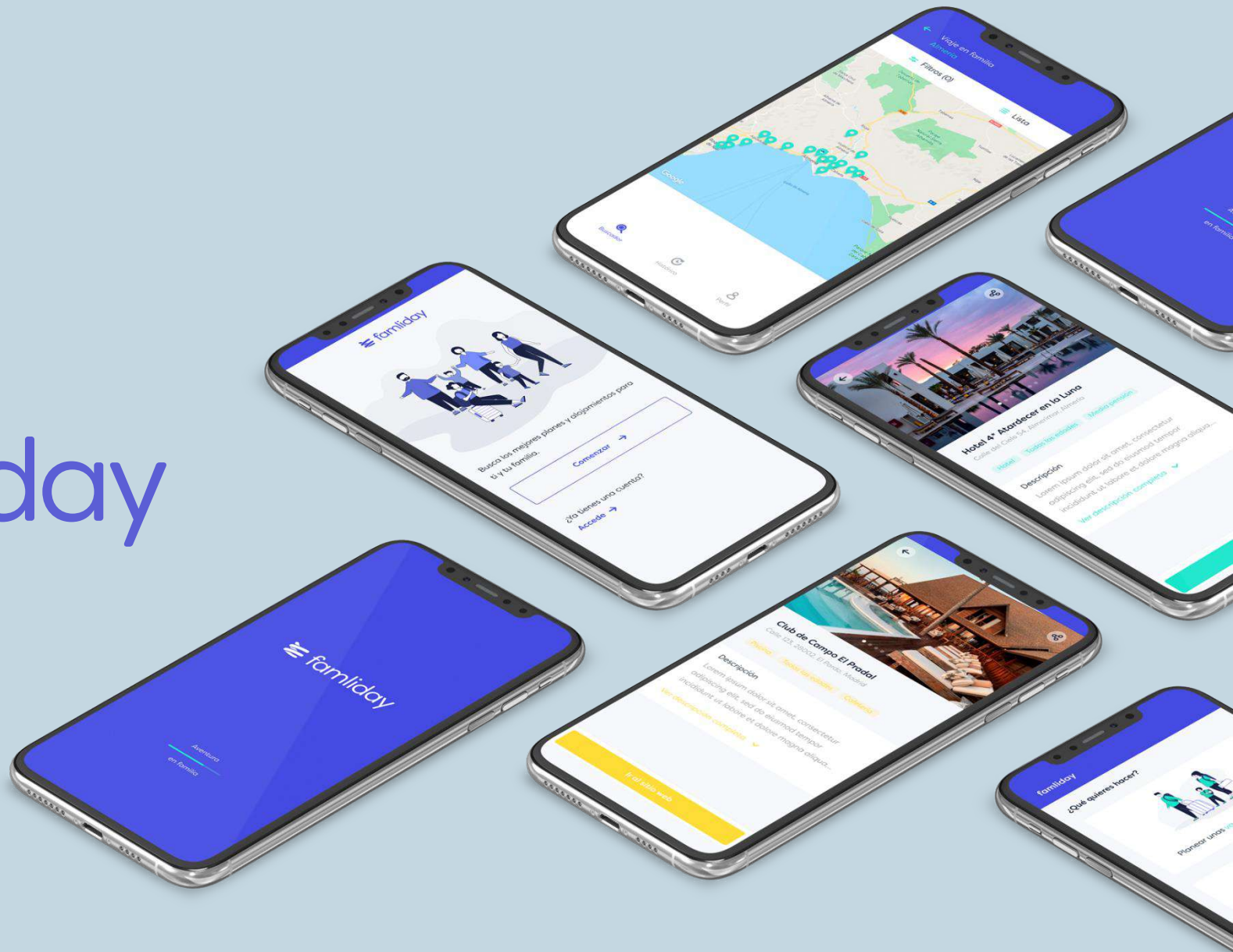
Large families* (in Spain = more than 2 kids)

The Fun Lab

Famliday: a startup built on lessons learned over five years working in a niche sector



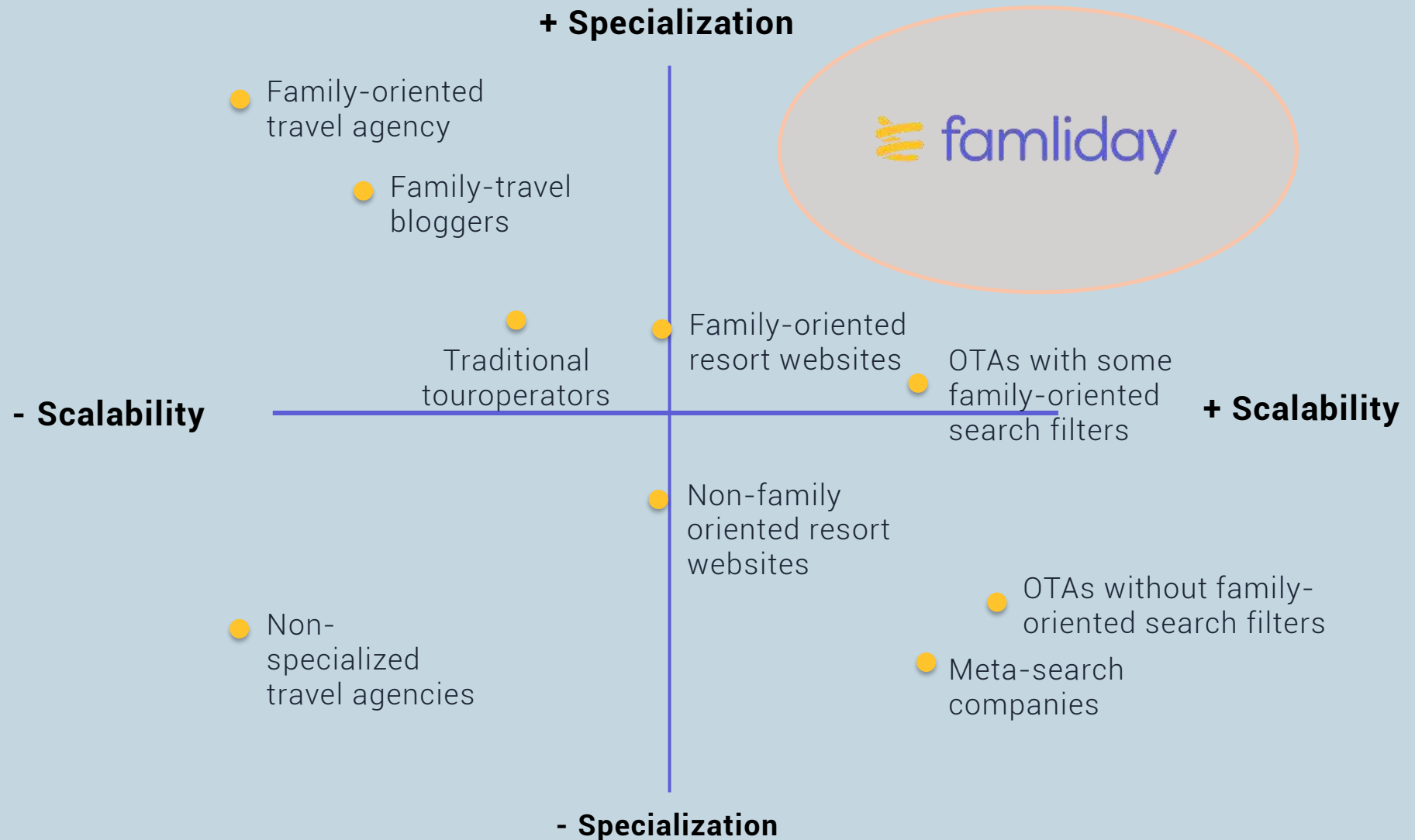
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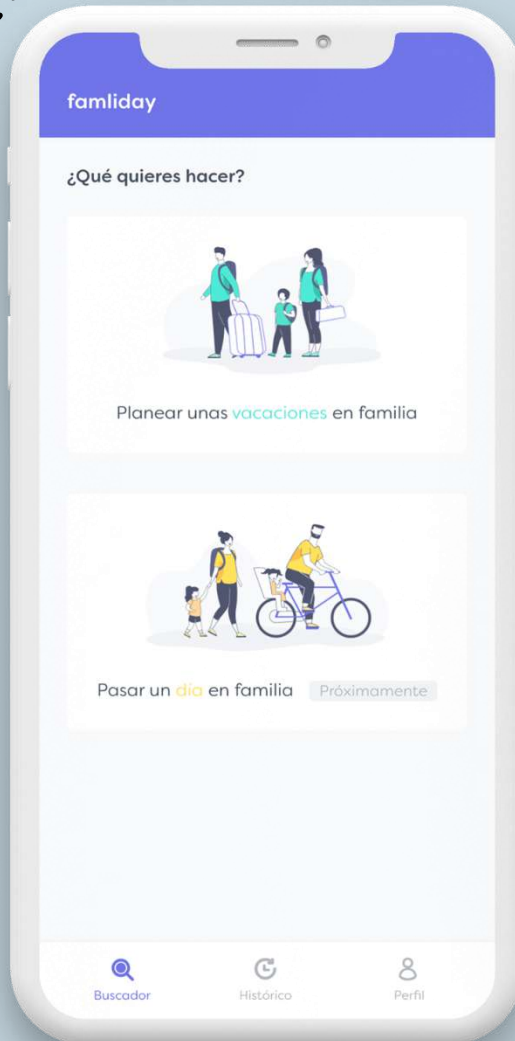
Identified Pain



Market competitiveness



Our solution



Value proposition

For users
(families)



Checked options
& Family-friendly
label/certification



Customer-to-customer
prescription, with rewards
(customer acquisition and
activation strategy)

For customers
(Establishments)



Support to direct sales
strategies
(tourism accommodation
companies)



Digitalization tool
(leisure / hospitality SMEs)

Go-to-market strategy





'Do what you do so well that
they will want to see it again
and bring their friends'

Walt Disney

Contact me



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Thank you!